

THE 2ND POUR PODCAST

CONVERSATIONS WORTH SAVORING OVER A GREAT
GLASS OF WINE.



THE BIG IDEA

A lifestyle video podcast
celebrating second
chapters in life



Shared over a glass of wine:
storytelling, culture, and
community



Target audience: Adults 30+,
educated, culturally
engaged, curious about
wine



PODCASTING IS
BOOMING: 130M+ U.S.
LISTENERS IN 2025



WINE CULTURE GROWING
AMONG MILLENNIALS &
GEN X



GAP IN APPROACHABLE
LIFESTYLE + WINE
CROSSOVER CONTENT

WHY NOW?
(MARKET
OPPORTUNITY)

Tyrone Arthurton &
Alexandra Bauernfeind

Co-Founders of The 2nd
Pour LLC (Virginia, 2025)

Passion for storytelling,
wine, culture, and
community



WHO WE ARE
(FOUNDERS)



Weekly/Bi-weekly
video podcast (30–45
min)



Premium audio &
video production



Themes: Reinvention,
Arts, Culture, Wine,
Lifestyle



Guest Mix:
Entrepreneurs,
winemakers, creatives,
leaders

THE FORMAT



AUDIENCE SNAPSHOT

- AGE: 30+
- EDUCATED, CULTURALLY ENGAGED, DISPOSABLE INCOME
- LOCATION: U.S. (VIRGINIA FOCUS, GROWING NATIONALLY)
- ENGAGEMENT CHANNELS: YOUTUBE, SPOTIFY, INSTAGRAM, TIKTOK

TRACTION



Formed The 2nd Pour
LLC in Virginia (2025)



Branding & visual
identity developed



Episode roadmap &
launch plan ready



Early social media
presence & winery
discussions underway



SPONSORSHIP OPPORTUNITIES

- PER EPISODE (\$500): HOST-READ AD, PRODUCT FEATURE, SOCIALS
- FEATURE EPISODE (\$1,250): ENTIRE EPISODE FOCUSED ON BRAND
- SEASON SPONSORSHIP (\$5,000+): 'PRESENTED BY' INTEGRATION, GIVEAWAYS

WHY PARTNER WITH US?



PREMIUM, LIFESTYLE-
FORWARD BRAND
ALIGNMENT



TARGETED, LOYAL,
AFFLUENT AUDIENCE



EVERGREEN CONTENT
— EPISODES LIVE
FOREVER



EARLY PARTNERS GAIN
FLEXIBILITY & DEEPER
COLLABORATION



Expand into vineyard recordings
& live events



Develop wine pairing guides &
branded content



Regional winery & lifestyle
partnerships



Scale into full lifestyle media
brand

VISION FOR
GROWTH

CALL TO ACTION



"Let's raise a glass together."



Partner with The 2nd Pour to connect your brand with stories, culture, and community — one sip at a time.



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